

## Message Text

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ACTION COME-00

INFO OCT-01 EUR-06 ISO-00 EB-05 DRC-01 RSC-01 /014 W

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R 241630Z JAN 74

FM AMEMBASSY MADRID

TO SECSTATE WASHDC 7906

UNCLAS MADRID 569

E.O. 11652: N/A

TAGS: ECON SP

SUBJ: FY 75 COUNTRY COMMERCIAL PROGRAM (CCP)

REF: STATE 6882

1. IN SUPPORT OF THE OIM COUNTRY EVENT PROGRAM TENTATIVELY ESTABLISHED FOR SPAIN DURING FY 75 AND DISCUSSED WITH BIC/OIM OFFICER W. SUGG, THERE FOLLOWS AN INITIAL LISTING OF RECOMMENDED COMMERCIAL OBJECTIVES AND COURSES OF ACTION FOR POSSIBLE INCLUSION IN THE FIRST DRAFT OF THE CCP. IT GOES WITHOUT SAYING THAT THIS LISTING IS NOT EXHAUSTIVE AND THERE ARE ADDITIONAL MAJOR OBJECTIVES ON WHICH THE EMBASSY WILL BE WORKING DURING FY 75, SUCH AS SPAIN'S TRADE RELATIONS WITH EEC AND SPAIN'S POLICY RE FOREIGN DIRECT INVESTMENTS AND TRANSFER OF TECHNOLOGY, TO ENSURE U.S. COMPETITIVE POSITION THIS IMPORTANT MARKET. EMBASSY LOOKS FORWARD TO CONTINUING DIALOG WITH WASHINGTON RE DEVELOPMENT FULLY APPROVED CCP FOR IMPLEMENTATION.

(A) OBJECTIVE ONE: INCREASE U.S. SHARE OF AUTOMOTIVE DIAGNOSTIC AND TEXT EQUIPMENT MARKET.

ACTION ONE: ASSUMING COMMERCE MARKET RESEARCH OFFICER'S FINDINGS ARE FAVORABLE THIS PRODUCT CATEGORY AND THAT LOCAL MARKET CONDITIONS ARE NOT SIGNIFICANTLY AFFECTED BY ENERGY CRISIS IN MONTHS TO COME, PARTICIPATE IN INTERNATIONAL AUTOMOBILE SALON, BARCELONA, APRIL 1975.

ACTION TWO: ASSIST IN DEVELOPING REQUISITE LISTS

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OF POTENTIAL AGENT/DISTRIBUTOR AND END-USER PROSPECTS.

ACTION THREE: ASSIST IN GENERATING QUALITY TRADE VISITS TO U.S. EXHIBIT.

ACTION FOUR: ASSIST IN FOLLOWING UP TRADE DEVELOPMENT OPPORTUNITIES GENERATED BY EXHIBITION.

(B) OBJECTIVE TWO: STRENGTHEN U.S. POSITION GENERALLY AND INCREASE U.S. SHARE OF MARKET FOR ELECTRIC COMPONENTS, PRODUCTION AND CONTROL INSTRUMENTATION.

ACTION ONE: DEVELOP PROGRAM FOR U.S. TRADE MISSION TO VISIT SPAIN IN JANUARY 1975.

ACTION TWO: FOLLOW UP TRADE OPPORTUNITIES GENERATED BY TRADE MISSION.

(C) OBJECTIVE THREE: INCREASE U.S. SHARE OF MARKET FOR FOOD PROCESSING EQUIPMENT.

ACTION ONE: DEVELOP PROGRAM FOR U.S. CITRUS INDUSTRY EQUIPMENT AND SUPPLIES TRADE MISSION TO VISIT SPAIN IN MARCH 1975.

ACTION TWO: FOLLOW UP TRADE OPPORTUNITIES GENERATED BY TRADE MISSION.

ACTION THREE: DEVELOP AND SUBMIT AT LEAST 10 SUBSTANTIAL TRADE OPPORTUNITIES IN FOOD PROCESSING/PACKAGING FIELD.

(D) OBJECTIVE FOUR: PROMOTE EXPORTS OF U.S. CONSUMER GOODS TO SPAIN.

ACTION ONE: SUPERVISE IN-STORE PROMOTION AT ONE OF SPAIN'S LEADING DEPARTMENT STORE CHAINS DURING THE SPRING OF 1975.

ACTION TWO: DEVELOP AND SUBMIT AT LEAST 15 SUBSTANTIAL TRADE OPPORTUNITIES IN CONSUMER PRODUCTS UNCLASSIFIED

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FIELD.

ACTION THREE: ENCOURAGE BUYERS FROM LEADING SPANISH IMPORTERS OF CONSUMER PRODUCTS TO VISIT MAJOR U.S. TRADE FAIRS INTERESTED IN FOREIGN VISITORS, E.G. JULY 1974 NATIONAL HOUSEWARES SHOW IN CHICAGO.

(E) OBJECTIVE FIVE: CONTINUE AND EXPAND REPORTING

FROM SPAIN ON MAJOR EXPORT PROJECTS PROGRAM, BOTH  
PRODUCT EXPORT OPPORTUNITIES AS WELL AS MAJOR  
CONSTRUCTION PROJECTS.

ACTION ONE: IMPROVE DISCOVERY CAPABILITY AND  
REPORTING THROUGH COMMERCIAL CHANNELS OF INFORMATION  
ON SPANISH MILITARY PROCUREMENT REQUIREMENTS.

ACTION TWO: DEVELOP MORE CONTACTS IN ENGINEERING,  
BANKING AND OTHER FIELDS TO UNABLE MORE EFFECTIVE AND  
TIMELY REPORTING ON MAJOR PROJECTS.

ACTION THREE: CONTINUE EFFORTS TO HAVE GOS  
REMOVE OR REDUCE "BUY SPAIN" REQUIREMENTS IN OFFICIAL  
PROCUREMENTS.

ACTION FOUR: REINFORCE TO ALL ELEMENTS OF COUNTRY  
TEAM HIGH PRIORITY THEIR ALERTING COMMERCIAL OFFICE TO  
MAJOR PROJECTS COMING TO THEIR ATTENTION.

(F) RESOURCE ALLOCATION: EMBASSY NOT  
ENTIRELY CLEAR WHAT THE DEPARTMENT DESIRES AND WILL  
COMMENT FURTHER WHEN MORE GUIDANCE IS RECEIVED. AT THIS  
TIME, EMBASSY RECOMMENDS ELIMINATION OF ANNUAL TRADE  
OUTLOOK ARTICLE (CERP REPORT NO. 0006) OUT OF CONVICTION  
THAT SEMI-ANNUAL TRENDS REPORTS ADEQUATELY COVER THIS  
GROUND.

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## Message Attributes

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